

<b>Notice of References Cited</b>		Application/Control No.	Applicant(s)/Patent Under Reexamination BUTLER ET AL.	
		Examiner Romain Jeanty	Art Unit 3623	Page 1 of 1

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**NON-PATENT DOCUMENTS**

*	Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)		
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V	Rick "Value And Pain In Integration --Some click-and mortars are merging their traditional and online operations. (Company Business and Marketing)". 9/2000; InformationweeK, P22; Dialog file 16, Accession No. 07799528.		
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.